

TO: Distribution DATE: June 10, 1991

FROM: Marketing Information & Analysis/Camille Abbruscato *Camille*

SUBJECT: 1991 CATALINA MARKETING COUPON SOLUTION PROGRAM

The following provides a summary of the brand promotion plans for Catalina's Coupon Solution program scheduled for October 1991. Philip Morris brands (Cambridge, Virginia Slims, including Superslims and Marlboro Menthol) will participate in one cycle beginning October 7th and ending on November 3rd. In total, it is estimated that PM will distribute approximately 4.2 million coupons to select competitive smokers via the Catalina system.

Note that Cambridge's program is relatively unique in comparison to other plans instituted by Philip Morris. The brand will offer a second, or continuity/bonus coupon (\$1 off carton) to competitive smokers who redeem the first Cambridge pack/coupon (BIGIF). This will incent a repeat purchase of Cambridge as well as, potentially cause some trading-up from pack purchasing to cartons.

An example of a Catalina coupon previously used by PM is attached, along with the Checkout Coupon Order Form which should be completed ("Coupon Expiration Dates" and "Advertising Message") by June 21st. The remainder of the form will be completed by Marketing Information & Analysis.

In addition, the market/store list and tables outlining the projected costs for each brand are attached. Please note that these costs include estimated distribution and redemption expenses.

If you have any questions or comments, please do not hesitate to call.

(W)
Distribution

R. Anise*	D. Mazzitelli	S. Sabella
D. Beran	E. Merlo	B. Schuyler
<i>C. Cohen*</i>	R. Mikulay	R. Simons
<i>D. Dangoor</i>	M. Moore	J. Spector
<i>L. de Simone*</i>	J. Mortensen	M. Szymanczyk
A. Goldfarb*	J. Nellenbach	R. Tomei*
C. Johnson	B. O'Brien	L. Wexler
N. Lund	J. Raporte*	

*Attachments: Detailed Brand Budget Estimates & Order Form

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